Pharmaimpact

Pharmaimpact is a new conception of the relations between citizens and the pharma industry. Its first objective is to foster the impact of the pharma industry in the improvement of the lives of citizens. The second objective is to promote the interactive bidirectional communication between the pharma industry and the citizens to increase the health literacy of society and the co-creation of the pharma industry's innovations. The first tool of the Pharmaimpact is a set of messages in the screens of pharmacies.

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